

METHODS AND APPARATUS FOR AN INTERACTIVE MEDIA DISPLAY

ABSTRACT

Methods and apparatus for an interactive media display utilize a screen that presents a content item to a viewer. The display of the content item is interactive, in that a user may remotely control the content presented on the screen, requesting or changing the displayed content item or in some way controlling the outcome of the content of the screen. The system is device agnostic, in that it operates with a wide variety of user devices, such as mobile phones, personal digital assistants (PDAs) equipped for wireless data access, or other mobile devices. In addition to its device-agnostic capabilities, the present invention is display-agnostic, utilizing, for example, cathode ray tube displays, liquid crystal displays, plasma displays, organic light-emitting diode displays, electronic ink displays, and projection screen displays. In another aspect, the present invention provides methods and apparatus for the generation of an interactive media display.

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